

SAN FRANCISCO, CA, October 12, 2013 **/24-7PressRelease/** -- Runtastic - an innovative suite of apps, products and services that track and manage health and fitness data to motivate individuals to get in shape, stay fit and improve overall health - announces the launch of Runtastic Six Pack, an industry-changing fitness app using lifelike avatars to guide, coach and motivate users. The free app boasts a plethora of predefined and customizable features, allowing users to define their six pack journey with as much or little personalization as they desire. Further, the app brings the same spirit of approachability, fun and interactivity to a daunting goal, that Runtastic has become known for in the sports and fitness industries.

"Users have come to expect top-quality innovation from Runtastic, and our newest app offers the best user experience and results in the business," says Florian Gschwandtner, Runtastic CEO. "Runtastic Six Pack is the ideal, interactive app for individuals who don't know where to start or simply need an influx of new ideas and motivation to keep their training on track!"

Avatar trainers, 50+ HD exercise videos

Runtastic is at it again with envelope-pushing, industry-leading app design and technology. The result? Runtastic's lifelike avatar trainers, Daniel and Angie, are ready to help eager users achieve their training goals. The on-screen trainers offer an incredible alternative to a traditional, and potentially expensive, gym and trainer contract. Further, Daniel and Angie guide users through 50+ HD exercise videos, allowing users to give new exercises a try with proper form - maximizing workout benefits and minimizing the risk of injury.

The most customizable user experience yet

Some enjoy the convenience of predefined workouts, while others enjoy constructing their personal workout piece by piece. To best serve the wants and needs of all users, Runtastic Six Pack boasts a variety of predefined workouts, as well as the option to create custom workouts using the 'My Workouts' feature. Users are able to not only select which exercises they would like to complete, but also the number of repetitions, sets and pauses integrated into their workouts. In addition to workout customization, Runtastic has designed a variety of Music Packs which users can select to match their workout and mood. Further customizable features include: trainer selection, training level selection, voice selection, workout reminder settings, social sharing settings and more.

Available for smartphones, tablets and Apple TV

In today's fast paced world, it's hard to say where a user's next workout might happen. This is just one reason that Runtastic employed multiple development teams to ensure an exquisite user experience for smartphones, tablets and Apple TV. The app is optimized for a myriad of displays and is the first Runtastic app optimized for Apple TV. Due to this new development, users can complete Runtastic Six Pack workouts on a variety of devices whether at home, in the gym or on the go.

About Runtastic

Founded in 2009, Runtastic has rapidly grown into an innovative suite of apps, products and services that track and manage health and fitness data to motivate individuals to get in shape, stay healthy and improve overall fitness.

With more than 48 million downloads and 20 million registered users on Runtastic.com, Runtastic's mobile applications sync directly with proprietary hardware to track distance, speed, pace, time, heart rate, calorie consumption and route traveled (via maps) when running, biking or engaging in other exercise activities. Results can then be viewed directly within the apps, via Runtastic GPS devices or on Runtastic.com where users can view their online training log, get detailed data analysis and compare with others. Whether you are a novice or an athlete, Runtastic makes exercise easy and fun. Runtastic is available on iPhone, Android, Windows Phone and BlackBerry. Additional information can be found at <http://www.runtastic.com> or you can follow us on Twitter, Facebook or Google+.